ORDER

Orders Order / Rev: (106970) Alt Order #; 06855644 Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 10/23/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: Shorr Johnson Magnus Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Benktey, Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 Order Separation: 00:05:00 SELECT PRIORITY CODE Advertiser External ID:

Bill	Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Agency External ID;

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882,35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wa Wake Up Early Wagi	•	430a-5a	TWT	:30	4	\$50.003	0,00 NM	4	\$200,00
		WAKE U	JP											
		Sta	<u>rt Date</u>	End Date	<u>Weekdays</u> <u>Sp</u>	ots/Week	<u>Rate</u>	<u>Rating</u>						

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KSNV

Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06855644

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

E1 KSNV 0922912 092812 Walke Up Early Warperlow 430-5e -1VT :30 4 \$50.00 0.00 NM 4 \$20.00	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
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Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF 3 \$350.00 0.00 E 12 KSNV 09/25/12 09/28/12 Noon News CM 12-1230pm -TWTF :30 3 \$425,001 0.00 NM 3 \$1,275.00 News	TODAY	Y SHOW	11	M-F Today Show	t II								
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	NEWS			HOOH HEWS									

Print Date: 10/23/12 08:24:34 Page 3 of 5

KSNV

Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Ait Order #:

06855644

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

Week; 09/24/12

09/25/12 - 10/01/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 12 KSNV 09/25/12 09/28/12 Noon News CM 12-1230pm -TWTF--:30 \$425.001 0.00 NM \$1,275,00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 -TWTF--3 \$425.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot 1 KSNV 09/24/12-09/30/12 Noon News 12-1230pm (\$425.00) 0.00 NM :30 See MG 12.5 I.NOT AVAILABLE RATEI NOT AVAILABLE RATE 5 KSNV 09/27/12-09/28/12 Noon News 12-1230pm ---ThF----:30 \$425.00 0.00 NM (f) MG for 12.1 09/26 [Revised Rate to Reinstate] E 13 KSNV 10/01/12 10/01/12 CM 12-1230pm :30 \$425,001 0.00 NM \$425.00 Noon News M-----Noon News **NEWS** Start Date **End Date** Spots/Week Rating Weekdays <u>Rate</u> 10/07/12 Week: 10/01/12 \$425,00 0.00 E 21 KSNV 09/25/12 09/28/12 :30 \$225.003 0.00 NM \$900.00 Dr. Phil CM 3-4p -TWTF--Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 09/24/12 09/30/12 \$225.00 0.00 ----S E 22 KSNV 09/30/12 09/30/12 News 3 Live in Prime CM 7-10pm :30 \$900.002 0.00 NM 2 \$1,800.00 News 3 in Prime **NEWS** Start Date **End Date** Spots/Week Rate Rating **Weekdays** ----5 Week: 09/24/12 09/30/12 \$900.00 0.00NEW\$ 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$225.003 0.00 NM 2 \$450.00 E23 KSNV 09/25/12 09/28/12 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 09/30/12 -TWTF--0.00 Week: 09/24/12 \$225,00 E 24 KSNV 09/25/12 09/28/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$700.001 0.00 NM \$2,800.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/24/12 09/30/12 ~TWTF--\$700.00 0.00 E25 KSNV 10/01/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M----:30 \$725.001 0.00 NM \$725.00 1 4PM NEWS (1 hour) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M-----Week: 10/01/12 10/07/12 \$725,00 0.00 E 26 KSNV 09/25/12 09/28/12 M-F Early News CM 5-630p -TWTF--:30 5 \$1,000.001 0.00 NM \$5,000.00 M-F Early News **NEWS** End Date Spots/Week Start Date Rating Weekdays Rate -TWTF--09/30/12 5 \$1,000.00 0.00 Week: 09/24/12 E 28 KSNV 10/01/12 10/01/12 M-F Early News 0.00 NM 1 \$1,200.001 \$1,200.00 CM 5-630p M-----:30 M-F Early News **NEWS** Start Date End Date Spots/Week Rate Rating Weekdays 1 4 1 Week: 10/01/12 10/07/12 \$1,200.00 0.00 E30 KSNV 09/25/12 09/28/12 FacetoFace/Ralston Rep@M 730-758pm -TWTF--:30 \$800.001 0.00 NM 2 \$1,600.00 Face to Face w/ J.Ralston **FACE TO FACE** Rating **End Date** Weekdays 1 4 1 Spots/Week Start Date Rate 09/30/12 -TWTF--0.00

3

\$800.00

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 Order / Rev:
 106970
 Advertiser:
 Berkley, Shelley for Senate

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 BERKLEY FOR SENATE
 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
 Estimate:
 30S

Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spo	fe	Rate Pri	Rta Tyne	Snots	Amount
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			acetoFace/Ralston	Report 730-	758pm	•	·TWThF	:	:30 (\$800.00)	0.00 NIN		
	e <i>MG 30.</i> OT AVAI	-	E] NOT AVAILABL	E RATE								
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Week: 10/	01/12	10/07/12	M	1	\$900.00	0.00						
E 32 KSNV	09/29/1	2 09/29/12	Vegas Inc.	СМ	6:30-8pm	S-	:30	1	\$225.002	0.00 NM	1	\$225.00
VEGAS			Vegas Inc.									
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Week: 09/		09/30/12	S-	1	\$225.00	0.00						
E 33 KSNV	09/25/1	2 09/28/12	M-F Jeop/Wheel	СМ	630-730pm	- T WTF	:30	3 :	\$1,000.001	0.00 NM	2	\$2,000.00
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Cre	09/24/12 edited	<u>nge D</u> 2-09/30/12 M	I-F Jeop/Wheel	<u>Star</u>	/End Time	7						
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KSNV

Order / Rev: 106970 Alt Order #: 06855644

Berkley, Shelley for Senate Advertiser:

BERKLEY FOR SENATE Product Desc:

Flight Dates: 09/25/12 - 10/01/12 30S

Estimate:

Ln Ch Start NEWS	End	Inventory Code	Break	Start/End	Time Days	L.en	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 09/24/12 Spot Ch Date Rang 2 KSNV 09/24/12- Credited	09/30/12 S	WeekdaysSS escription a-Su News 3 at Ele TON 10/23 BUY]	<u>Start</u>	<u>Rate</u> \$1,100.00 <u>/End Time</u> n-1 1 35pm	Rating 0.00	Weekday	<u>rs Lei</u> aSu	<u>ngth Rate</u> :30(\$1,100.00)			
E 46 KSNV 09/30/12	09/30/12	News 3 Sunrise -		6a-7a		s :30	1	\$325.001	0.00 NM	1	\$325.00
NEWS		News 3 Sunnse S	TAUNU								
	<u>End Date</u> 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 47 KSNV 09/30/12	09/30/12	Sunday Today Sunday Today	СМ	7a-8am		s :30	1	\$625.001	0.00 NM	1	\$625.00
SUN TODAY		Sunday Today									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	S	1	\$625.00	0.00						
									Totals	70	\$43,500.00